

Hess Co-Op and Mart
SIGNATURE Permanent Display Installation Instructions
September 1996

TIME FRAME

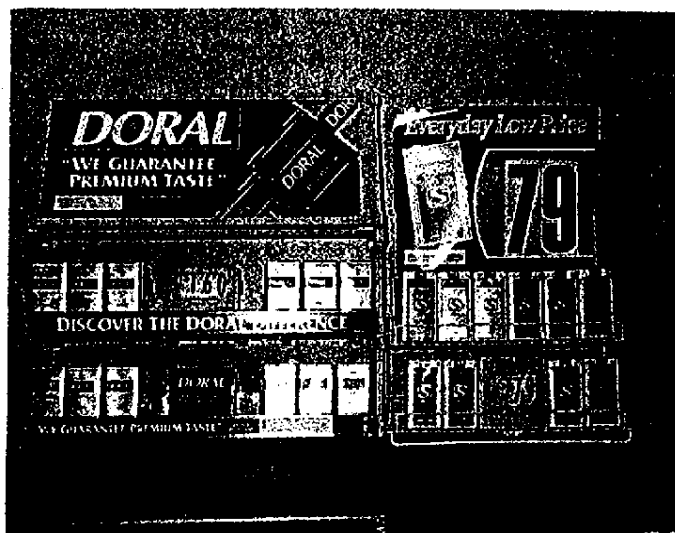
Week of September 30 all displays shipped to stores from Hess Cigarette Supplier (Tripfoods or Mclane).

DISPLAY

6 packs wide with 2 trays - total of 12 facings
Top sign frame

PROGRAM COMPONENTS

- SIGNATURE Permanent Display
- SIGNATURE POS Advertising
- System III Pack Blocker (3 per store)
- System III Revised Pack Blocker Pricer (2 per store)
- 24" Channel Strip (2 per store)



ADVERTISING

POS (with market pricing) sent from Hess Headquarters in monthly mail.

INSTALLATION INSTRUCTIONS

• **Co-Op Locations**

1. See Store Manager to determine location for the display. The display must be located on the backbar.
2. After placement of the display, place one (1) DORAL System III Pack Blocker and one (1) Revised Pricer on the DORAL Savings Display.
3. Place one (1) Revised Pricer on the SIGNATURE Display featuring the everyday low price of SIGNATURE.

Note: The placement of Pack Blockers and Pricers gives RJR 38 total brand facings without negatively impacting presence.

4. If a problem is encountered in finding a location for the display, you will have 3 options:
 - If the DORAL Display has 24 facings, use one shelf for SIGNATURE.
 - If space is available, install a suction cup display on the front window.
 - Call me at Voice Mail 43778 with store number and location.

• **Mart Locations**

All instructions are similar to the above with the exception of placement of suction cup displays.

Hess Headquarters has requested that all display (Full Price, Savings, Signature) have pricing fully displayed at all times. Please ensure that this is handled during your sales call.

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